

In the Claims

1-15. (Canceled)

16. (Currently Amended) A method of enabling an on-site media service, said method comprising:

formatting a media signal with content data and with on-site media service data;

broadcasting said media signal to an on-site media system having a dedicated tuning device and a dedicated portion of a hard disk for said media signal, wherein said on-site media service data allows an off-site content provider to remotely control a display of an advertisement on said on-site media system and the advertisement is enabled in a transition between two programs during a channel changing event.

17. (Canceled)

18. (Original) The method recited in Claim 16 wherein said on-site media service data has interactive options that are responsive to a viewer input on said on-site media system.

19. (Original) The method recited in Claim 16 wherein said on-site media system has a resident-software platform for interfacing information between a content provider, a presentation engine, and a viewer.

20. (Original) The method recited in Claim 16 wherein said media signal is formatted with metadata on a fine-grain basis for intervals shorter than a broadcast program time span.

21. (Previously Presented) The method recited in Claim 16 wherein said on-site media service data enables said on-site media system to record a portion of said media signal on said dedicated portion of said hard disk according to subscription information.

22. (Original) The method recited in Claim 16 wherein said on-site media system is enabled by a content provider to record said media signal on a continual basis at said on-site media system to provide up-to-date media.

23. (Original) The method recited in Claim 16 wherein said on-site media services data includes management information for said on-site media system.

24. (Previously Presented) The method recited in Claim 23 wherein said management information instructs said on-site media system how to manage said portion of said media signal recorded on said dedicated portion of said hard disk.

25. (Original) The method recited in Claim 16 wherein said on-site service data includes presentation information.

26. (Previously Presented) The method recited in Claim 25 wherein said presentation information enables said on-site media system to arrange said portion of said media signal recorded onto said dedicated portion of said hard disk into a presentation format.

27. (Original) The method recited in Claim 16 wherein said on-site media service data includes information for retrieving data from an Internet site.

28. (Original) The method recited in Claim 16 wherein said on-site media service data provides software updates.

29. (Original) The method recited in Claim 16 wherein said on-site media service data includes function information that enhances functionality of said on-site media system.

30-40. (Canceled)